



ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY

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I-680 SMART CARPOOL LANE EDUCATION & MARKETING RFP A06-019 **Questions from the Pre-Proposal Meeting on June 13, 2006**

- Q Does the scope of work for this RFP overlap some of the last year's proposal?
A: No, the scope of work for the work that was done previously was reduced to provide services for a public meeting.
- Q: Are there any new changes/differences on the project that have occurred over the last year?
A: The project is at 35% engineering. The locations of the entrance and exit points are firmer than they were a year ago and are based on the operation of I-680 traffic volumes.
- Q: Has the pricing been determined?
A: The JPA has approved dynamic pricing but the actual cost per trip has not yet been determined.
- Q: Will there be a removable barrier?
A: No, there will be no removable barrier. There will be a double yellow line with a single white stripe.
- Q: When was the last public opinion poll, and where can this information be found?
A: The polling was done in 2004 as part of our outreach efforts for a FAIR Lanes Feasibility Study. A poll was also conducted in 2003 as part of the outreach program for the 2004 Countywide Transportation Plan. The results will be posted on the website. (Note: at the time of the pre-bidders conference, it was assumed that this information was already posted on the web. It was not but will be posted as part of this response.)
- Q: What is the objective of the Public Education and Marketing?
A: To find out how people feel about hot lanes; feedback on how to operate the project; how to educate the public on how the Smart Lane will work and assist in branding the facility. We would like to know how people feel about HOT Lanes.
- Q: What would be some of the marketing testing?
A: The agency is open for discussion on marketing techniques
- Q: Other Hot Lanes have been discussed, is there been thoughts of coordinating two or more projects together?
A: The JPA is focused on I-680. The CMA and Caltrans are focused on this project to deliver the project as quickly as possible.
- Q: What about I-580?
A: A scope of work and a project study report has to be completed; presently there no funds have been identified for the PSR.

- Q: What is the difference between Task 1 and Task 2?
A: Task 1 is to have a detailed plan that has been developed by the consultant. Task 2 is the actual implementation of a Public Opinion Poll.
- Q: Will the services focus on marketing the project or the transponder?
A: The efforts will be to market the project; however, marketing of the transponder will be important. BATA has responsibility for marketing the transponders.
- Q: Will the sign in sheet from the pre proposal meeting be posted on the website?
A: Yes
- Q: Where can a list of DBE firms be obtained?
A: A list can be obtained from the Caltrans website
- Q: Do we accept DBE certifications other than from Caltrans?
A: Yes
- Q: What is the budget for this project?
A: The total budget is \$400,000 for three years. This appears to be consistent with budgets for other HOT Lane projects.
- Q: Does this include the postage for mailing material?
A: Yes
- Q: Are there other funds for paid media?
A: No determination has been made if paid media is appropriate. This is something to be discussed. The intention is to get free media coverage.
- Q: Does the budget include a rollout plan?
A: The term of the contract will likely terminate prior to the first day of operations. A rollout plan may be required rather than the implementation of the plan.

Written Questions

1. What is the overall program budget for the 3-year period?
A: \$400,000 total for all 3-years.
2. Who/What consulting team has the ACCMA been working to date on the website and public meeting/press activities that were referenced in the RFP?
A: Solem Associates was the prime for the public outreach meeting including establishing the website in October 2005. There is no consultant currently under contract to perform public outreach/media services. The website is update as part of the ACCMA website services.
3. Is it the ACCMA's intention that the selected contractor will serve as the media spokesperson for the duration of the (until its opening?)
A: A determination has not been made as to the role of the consultant in relation to the media. The consultant may be asked to serve as the spokesperson at the discretion of the ACCMA.